

Message Text

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64

ACTION EB-07

INFO OCT-01 EA-09 ISO-00 CIAE-00 INR-07 LAB-04 NSAE-00

PA-02 SIL-01 USIA-15 PRS-01 AGR-10 /057 W

----- 063413

R 120355Z JAN 76

FM AMCONSUL AUCKLAND

TO SECSTATE WASHDC 554

INFO AMEMBASSY WELLINGTON

USDOC WASHDC

AMCONSUL SYDNEY

AMCONSUL MELBOURNE

UNCLAS AUCKLAND 0014

E.O. 11652: NA

TAGS: BEXP, NZ

SUBJ: PROPOSED FY77 TRADE PROMOTION PROGRAM FOR AUSTRALASIA

REF: USDOC 17443, STATE 303581

1. PHYSICAL PROPERTIES TESTING " INSTRUMENTATION TRADE MISSION

THERE ARE APPROXIMATELY 52 LABORATORIES IN THE AUCKLAND AREA. THESE INCLUDE UNIVERSITY RESEARCH LABORATORIES, GOVT DEPARTMENT LABORATORIES, INDEPENDENT LABORATORIES AND INDIVIDUAL INDUSTRY LABORATORIES WITHIN MAJOR COMPANIES SUCH AS FLETCHERS. IN ADDITION THERE ARE A NUMBER OF INSTRUMENT IMPORTING COMPANIES. ON THIS BASIS WE BELIEVE MISSION WOULD FIND FERTILE GROUND IN AUCKLAND AREA. WE SUGGEST ADDITION OF TECHNICAL SEMINAR BY MISSION MEMBERS.

2. COMMERCIAL FISHING CATALOGUE EXHIBITION

THERE ONLY A FEW MAJOR FISHING COMPANIES IN AUCKLAND AREA. HOWEVER CONSIDERABLE PUBLICITY RECENTLY GIVEN TO FOREIGN COMMERCIAL FISHING OFF N.Z. COASTS HAS STIMULATED BOTH PRIVATE AND GOVERNMENTAL INTEREST IN COMMERCIAL FISHING. THIS COULD WELL LEAD TO EXPANSION OF INVESTMENT IN COMMERCIAL FISHING.

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ON BALANCE, WE THINK CATALOGUE SHOW WOULD BE WORTHWHILE.

3. AGRICULTURAL BUSINESS TRADE MISSION

WE ARE ENTHUSIASTIC ABOUT IDEA OF AGRI BUSINESS MISSION TO AUCKLAND. AGRICULTURAL PRODUCTS FORM THE VAST BULK OF N.Z.'S EXPORTS AND ONE OF THE BIGGEST ECONOMIC PROBLEM N.Z. FACES IS TO INCREASE AGRICULTURAL PRODUCTIVITY BOTH ON THE FARM AND ESPECIALLY IN PROCESSING. WE KNOW OF FIELDS (SUCH AS DAIRY EQUIPMENT) IN WHICH THERE IS VERY LITTLE U.S. EQUIPMENT BEING USED, PERHAPS BECAUSE OF LONG ENTRENCHED NATURE OF FOREIGN COMPETITORS EQUIPMENT AND BECAUSE IN THE PAST, THE MARKET MAY HAVE BEEN CONSIDERED TOO SMALL AND FRAGMENTED TO MAKE IT WORTH DEVELOPING. IN ANY CASE, WE WILL BE DELIGHTED TO SEE THIS MISSION HERE.

4. OUTDOOR SPORTS, LEISURE AND RECREATIONAL EQUIPMENT

WE SUGGEST THAT PARTICIPANTS IN THIS EXHIBITION BE ROUTED THROUGH AUCKLAND. WE BELIEVE N.Z. IS AN EXCELLENT MARKET FOR THIS TYPE OF EQUIPMENT, MUCH MORE OF WHICH COULD BE SOLD HERE (DESPITE IMPORT LICENSING) IF U.S. PRODUCTS WERE PROMOTED MORE ACTIVELY. WE THINK PERSONAL VISITS BY EXECUTIVES OF EXHIBITING FIRMS COULD PAY DIVIDENDS HERE
WILLIAMS

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 12 JAN 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976AUCKLA00014
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760011-0137
From: AUCKLAND
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760167/aaaachtf.tel
Line Count: 85
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STATE 303581
Review Action: RELEASED, APPROVED
Review Authority: morefirh
Review Comment: n/a
Review Content Flags:
Review Date: 15 JUL 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <15 JUL 2004 by morefirh>; APPROVED <15 JUL 2004 by morefirh>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: PROPOSED FY77 TRADE PROMOTION PROGRAM FOR AUSTRALASIA
TAGS: BEXP, NZ
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006